

# Bolig

PLUS

SMARTE IDEER – ENKLE LØSNINGER

8 skønne tendenser til efteråret

Vælg din favorit!

**TAPETER**

Nostalgiske nyheder

**TREND**

Lun stemning med skandinavisk træ

**FØR & EFTER**

Køkkenet fik nyt liv

& 1 BORD  
- 4 UDTRYK

**VIND!**

Lækre præmier fra Rosendahl for kr 20 000

**200** fristende shopping-FUND

# 4 DEJLLIGE HJEM

+ KOM INDENFOR I STYLISTENS DRØMMEKØKKEN

Lad dig inspirere!

Frisk pust til lamperne



Pynt med gamle vinduer





**EDITORIAL PROFILE:** BoligPlus is a motivating and inspiring interior magazine that gives the readers the best ideas and smartest solutions for a personally decorated home!

BoligPlus is a useful magazine which excites by the amount of creative and practical ideas. A feminine magazine presenting attainable dreams.

BoligPlus is packed with interior news, trends for small and large housing dreams and more than 200 shopping tips with prices and vendor information that makes it easy for the reader to create the right style.

Editor-in-chief Christina Dorthellinger



**Themes:**

- Bath
- Kitchen
- Garden
- Find your style

**Standing elements:**

- News
- Tips and ideas
- Home visits
- Interior decorating & inspiration
- Food and recipes

48 50



**Reader profile**

- Women above 30 years of age
- Creative and eager to make changes in their homes
- Updated on housing trends
- Shops for the home

**Advertiser profile**

- Furniture- indoor/outdoor
- Interior decorating
- Kitchen, bath and vvs
- White goods
- Garden tools
- Paint & tapestry
- Food and drinks
- Medical articles & chemicals
- Personal care & clothing
- Books & magazines

**Circulation & Readership**

Estimated circulation  
Estimated readership

**20,000**  
**95,000**

## Rates

Size		w x h	Rate
1	2/1 page bleed	434 x 280	51,300 DKK
22	1/1 page bleed	217 x 280	27,000 DKK
39	1/2 page bleed, horizontal	217 x 137	19,900 DKK
40	1/2 page bleed, vertical	107 x 280	19,900 DKK
<b>Special positions*</b>			
199	Back cover (full page)	217 x 280	37,800 DKK
198	Page 2 & 3	434 x 280	76,900 DKK

### Guide ads

246	1/4 page	91 x 115	4,500 DKK
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Quantity discount on guide ads:

3 insertions: -10 %, 6 insertions: -15 %, 10 insertions: -20 %, 16 insertions: -25 %.

\*) An advertiser can obtain the same position a maximum of 4 times per year.  
All rates are exclusive of VAT and reproduction.

### Advertising material

Please upload pdf-file on [www.bonnierpublications.com](http://www.bonnierpublications.com) no later than **10 a.m.** on date of deadline.

Trimming for bleed ads + 5 mm. Double page must be uploaded as two full pages.

## Deadlines

No.	Published	Week	Order date	Deadline
2	27.01	04	20.12.10	22.12.10
3	24.02	08	25.01	27.01
4	24.03	12	22.02	24.02
5	14.04	15	15.03	17.03
6	19.05	20	14.04	18.04
7	16.06	24	12.05	16.05
8	14.07	28	14.06	16.06
9	18.08	33	19.07	21.07
10	15.09	37	16.08	18.08
11	20.10	42	20.09	22.09
12	17.11	46	18.10	20.10
1.12	15.12	50	15.11	17.11

## Themes

### No. Editorial themes (preliminary)

2	Fireplaces and wood stoves, second hand, bedroom, blankets
3	Bath, garden, dressers
4	Spring party: food and garden, kitchen renovations, eye-catching interior, Easter
5	Oriental trends, guide to plates, garden, cakes
6	Summer cottage, garden, barbecue
7	Renew your summer cottage, summer scoop, renovate, garden
8	Nordic trends, lighting, garden, floor
9	Renovate the old house, bath
10	Kitchen, storage
11	Textile guide, dining room, advent
12	Christmas, gifts for the home, Christmas workshop
1.12	Trend colours 2012, storage

## PRINT ADVERTISING MATERIAL

Advertising material should be supplied in PDF-format to [www.bonnierpublications.com](http://www.bonnierpublications.com), where guidelines can also be downloaded. It is important to comply with the following requirements:

**Formats:** Pdf-filer must have the correct format (bleed) as well as trim marks. Half and quarter page advertisements must fit the magazine format. Double page ads must be delivered as two full pages. Regarding double page ads, the image must be located 2 mm from the spine on each side for spine compensation. All formats are bleed formats, text, logo etc. must be placed a min. of 9 mm from trim.

**Images and colours:** All grey-tones and 4-colour pictures must have a resolution of 300 dpi and bitmap images must have a minimum image resolution of at least 600 DPI. All images can be JPEG compressed in highest quality. All images and colours must be defined as CMYK with a max. total colouring of 310 % for heaset rotation and 340 % for printing sheets (no spot colour). To ensure that colours are reproduced correctly, it is necessary to use our ICC profile. For information, please refer to: [www.bonnierpublications.com/ad\\_upload/technical\\_specifications](http://www.bonnierpublications.com/ad_upload/technical_specifications).

**Fonts:** All fonts, logos, eps-files must be embedded in the ready pdf-file.

**Printing quality:** For quality check purposes and to ensure that colours are reproduced correctly, a proof print must be received by Publisher prior to deadline. If proof print is not received in due time, the Publisher cannot be responsible for any variations in the reproduction colours. The Publisher is not responsible for smaller variations in the reproduction colours. Please refer any questions to: Therese Gunni, direct tel.: +45 39 17 20 94 or mail: [therese.gunni@bonnier.dk](mailto:therese.gunni@bonnier.dk).

## ONLINE ADVERTISING MATERIAL

Ad material must comply with FDIM's specifications. Please refer to [www.fdim.dk](http://www.fdim.dk) "retningslinier/formater" (guidelines/formats). Material must be delivered to: [adon@bonnier.dk](mailto:adon@bonnier.dk)

## INSERTIONS

In Bonnier Publications' magazines we can offer the following possibilities for inserts: loose insert, stapled and glued insert, product sample (loose or glued). Rates are based on weight. Min. weight is 10 grammes. Rates are based on circulation figures. Postage applies on the subscription part according to rates from the Danish post.

## ADVERTISEMENT CONTROL

Advertisements resembling editorial content will be printed with the word "Annonce" (advertisement) in the upper corner. We reserve the right to refuse an undesirable advertisement.

## ERRORS

No reduction in the advertising rate is granted if the Publisher is not liable for the occurrence of an error. The Publisher cannot be held liable for any errors due to material being delivered after material deadline.

## GUARANTEE - ONLINE

We cannot guarantee a certain number of exposures or permissions. If delivery is not as agreed, a credit note will be forwarded.

## CANCELLATION

Cancellation of ordered advertising space must be communicated to the Publisher 1 week before order date at the latest. A valid cancellation requires written confirmation from the Publisher.

## COMPLIMENTARY COPIES

1 complimentary magazine is supplied for each advertisement inserted. Additional copies will be charged.

## CHARGING

Advertisements are charged at the rates valid on the day of insertion. In order to obtain discounts in the rate card all booked advertisements must be inserted. If deviations from the discount agreement occur any discount already invoiced will be retracted.

## ALLOWANCE

Print: 1.5 % information allowance, 1 % when offering security for payment.

Online: 4 % technical allowance, 2 % information allowance, 1 % when offering security for payment.

## STIPULATION OF VENUE

Any dispute shall be settled in accordance with Danish law. Legal proceedings arising of contractual relations must always be instituted at The Copenhagen City Court (Københavns byret). This venue stipulation shall apply regardless of the provisions contained in the Danish Administration of Justice Act (Retsplejeloven) concerning venue.

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## TURNOVER DISCOUNT

Advertisers who place advertisements for more than DKK 300.000 (net) may conclude a written contract for a turnover discount. This means that the advertiser obtains a fixed discount rate in Bonnier Publications' magazines within a 12-months period. Advertisements on Bonnier Publications sites are included in the turnover discount.

## VOLUME DISCOUNT

The advertiser is completely free to choose between all of Bonniers' magazines and obtains a volume discount based on the number of insertions within a 12-months period. In the event of changing formats, the discount is based on the smallest format. One online campaign is equivalent to one print insertion.

6-7 insertions: 12 %, 8-11 insertions: 16 % and 12 or more insertions: 22 %

## VOLUME DISCOUNT - GUIDES

3 insertions: 10 %, 6 insertions: 15 %, 10 insertions: 20 % and 16 insertions: 25 %.

A campaign for an online guide is equivalent to one print insertion.

## NEWBIZZ DISCOUNT

Advertisers who have not placed any advertisements in Bonniers' magazines during the past 24 months are entitled to a 33 % NewBizz discount on the first 4 insertions. Newbizz discount also applies when advertising on our sites but not in connection with our guide advertisements.

## BONNIERS' MEDIA PACKAGE

Bonniers' Media package involves all magazines published by Bonnier Publications in Denmark. This package gives the advertiser the opportunity to choose the most relevant magazines in our port folio and at the same time obtain advantages. One online campaign on one of our sites, is equivalent to one magazine in the media package.

In order to obtain the media package discount, the advertiser must use 3 or more of Bonnier Publications' magazines within a 3 months period and advertise for one product. The message may vary from magazine to magazine.

The discount applies to Bonniers' magazines and supplements:

Discount: 3 magazines: 3 %, 4 magazines: 4 %, 5 magazines or more: 5 %

If you choose to make use of Bonniers' Media Package in 2011 the above discount + quantity or turnover discount applies. The discount is deducted from the gross amount of the magazines chosen and the turnover or quantity discount is deducted.

## 50 % EXTRA BONUS

3 and 6 insertions in the same magazine entitle advertisers to purchase 1 or 2 bonus advertisements at a discount of 50 %. The bonus advertisements must be placed in:

BO BEDRE, BoligPlus, Penge & Privatøkonomi, Sund Nu, Aktiv Træning: No. 8 or 1

National Geographic: No. 7 or 12

Gør Det Selv, Digital Foto, Illustreret Videnskab, Komputer for alle, I Form, Historie: No. 11 or 1

## FACTS OF BONNIER'S DISCOUNTS

- Advertisers who have concluded a contract for turnover discount, volume discount or newbizz discount can choose freely between Bonniers' magazines and sites.
- Advertisers can vary their message from magazine to magazine and still obtain a discount.
- The turnover discount, volume discount, newbizz discount, introduction discount and the 50 % extra bonus discount can not be combined.
- We offer a maximum discount of 50 % on any given insertion.
- Insertions must be placed within a 12-months period.
- The discount obtained is deducted from each invoice.
- A discount agreement cannot be transferred to another company.
- If an agreement has not been fulfilled by the end of the agreement period any unduly paid discount will be retracted by Bonnier Publications.

NB! We make reservation for any mistakes occurring in this pricelist

